

the retailing opportunity, such as Nimbus who already offers both replication and distribution. It is the next logical step to offer direct-to-consumer online sales of product. It should be noted that the aforementioned replicator may also be the distributor (Nimbus/Technicolor, WAMO/Deluxe). Also, replicators may ship directly to retailers, especially in the case of large accounts like Blockbuster.]

Please replace the paragraph beginning at page 34, line 26, with the following rewritten paragraph:

--Using the Retailer/Store information, the appropriate e-commerce URL can be determined from Retailer table 570 that contains information specific for that Retailer:

Retailer/Store
E-Commerce URL

Hollywood Video, Store #23
www.retailer23.com/...--

In the Claims:

Please amend Claim 1 as follows:

1. A method for tracking the distribution of content electronically, comprising the steps of:
- (a) incorporating an electronic storage medium tracking identifier onto an electronic storage medium;
 - (b) incorporating a package tracking identifier onto a package in which the electronic storage medium is stored;
 - (c) storing tracking information in a database;
 - (d) detecting the tracking identifier when the electronic storage medium is accessed by a computer;
 - (e) transmitting, as a function of the tracking identifier having been detected, tracking information to a server computer; and
 - (f) determining, as a function of the tracking information having been transmitted to the server computer,

appropriate updated information utilizing logic in the server computer to transmit to the computer.

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[Please amend Claim 2 as follows:]

2. A method for tracking the distribution of content electronically as recited in claim 1, wherein the server computer performs a table lookup to determine a retailer that sold the package.

Please amend Claim 6 as follows:

6. An apparatus for tracking the distribution of content electronically, comprising,

(a) an optical disc electronic storage medium having a burst cut area; and

(b) a digital code stored in the burst cut area;

(c) the digital code representative of a tracking identifier of content on the optical disc electronic storage medium;

(d) the apparatus including logic that detects the tracking identifier when the electronic storage medium is accessed by a computer;

(e) the apparatus including logic that transmits, as a function of the tracking identifier, tracking information to a server computer; and

(f) the apparatus including logic in the server computer that determines, as a function of the tracking information, appropriate updated information to transmit to the computer.

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[Please amend Claim 7 as follows:]

7. An apparatus for tracking the distribution of content electronically as recited in claim 6, wherein the

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server computer performs a table lookup to determine a retailer that sold the optical disk electronic storage medium.

Please amend Claim 11 as follows:

11. A program embodied on a computer readable medium for identifying and providing a response to the use of an electronic storage medium having a tracking identifier incorporated thereon, and a package having a tracking identifier thereon, the program comprising:

(a) a code segment that reads the tracking identifier of the electronic storage medium upon being input into a computer by a user;

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(b) a code segment that detects, as a function of the tracking identifier, tracking information when the package is accessed by a computer;

(c) a code segment that transmits the tracking information to a server computer; and

(d) a code segment in the server computer that determines, as a function of the tracking information, appropriate updated information to transmit to the computer.

[Please amend Claim 12 as follows:]

12. The program for identifying and providing a response to use of an electronic storage medium having a tracking identifier incorporated thereon as recited in claim 11, wherein the server computer performs a table lookup to determine a retailer that sold the package.

[Please amend Claim 13 as follows:]

13. The program for identifying and providing a response to use of an electronic storage medium having a tracking identifier incorporated thereon as recited in claim

11, wherein the server computer performs a table lookup to determine one or more authorized titles.

[Please amend Claim 14 as follows:]

14. The program for identifying and providing a response to use of an electronic storage medium having a tracking identifier incorporated thereon as recited in claim 11, wherein the server computer initiates authorized playback of authorized information utilizing a transaction from the server computer.

[Please amend Claim 15 as follows:]

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15. The program for identifying and providing a response to use of an electronic storage medium having a tracking identifier incorporated thereon as recited in claim 11, wherein a transaction is written to a database memorializing processing.

[Please amend Claim 16 as follows:]

16. The program for identifying and providing a response to use of an electronic storage medium having a tracking identifier incorporated thereon as recited in claim 11, including a code segment that receives live update information from the server computer.

[Please amend Claim 17 as follows:]

17. The program for identifying and providing a response to use of an electronic storage medium having a tracking identifier incorporated thereon as recited in claim 11, including a code segment that transmits an informational banner to the computer.